PLAY METER

UPDATE EDITION

Vol. 6, No. 2 **February 1, 1980**

Location listings not used--CRT

By Vicki Darlington

The two major performing arts societies, ASCAP and BMI, voluntarily agreed upon equal shares of the 1978 royalty distribution "pie", with SESAC opting for a lesser sum—without even having to use the jukebox location lists which operators have contended all along were needless, PLAY METER has learned.

However, according to a Copyright Tribunal official, the controversial requirement forcing operators to supply location listings to the CRT will remain in effect. The listings were not used to distribute '78 royalties since the three performing arts societies agreed to shares without dispute, CRT Commissioner Thomas Brennan told PLAY METER. However, if current litigation before the U.S. Second Court of Appeals for the District of Columbia (PLAY METER, January 15, 1980) to set aside the listings requirement is unsuccessful, Brennan claimed, the performing rights societies would probably use the location listings.

Copyright owners, Brennan continued, did not make use of the listings to distribute '78 royalties since there was "no controversy" and "vast numbers of jukebox operators have not complied with the law," thereby making information incomplete. The performing arts societies, however, made statements before the CRT that the listings were vital even though they apparently were not needed during the last distribution period.

But the performing arts societies, which, incidentally, argued for the location listings requirement in the first place, apparently don't agree. The answers we received from both ASCAP and BMI spokesmen were different—and sometimes confusing.

An attorney for ASCAP reported that the listings were necessary to allow copyright owners to determine whether their work is performed on licensed jukeboxes so that claims may be made to the CRT for the proper share of license fees. And, ASCAP continued, since it is next to impossible to account for each performance of a performing arts society's work, the next best way to account for performances is a scientifically designed sample which "won't account for each and every performance but will be a valid representation of performances—something like a political poll. It has an essential element of fairness in it."

The listings, ASCAP feels, will help its economic consultants determine whether a survey may be designed to reflect accurately which songs have been performed. And, according to ASCAP's way of thinking, the listings will allow the copyright owner to know where to go to conduct a survey. "If the copyright owner does not know where the licensed jukebox is located, he can't possibly determine what has been performed. He can't, for instance, walk up and down the pavement of every city in the world," he said.

ASCAP's economic experts are trying to make a final determination as to the economic and scientific feasibility of a survey and are betting that location lists will help them make a decision. "If jukebox operators only pay $1 million in licensing fees, and the survey would cost $3-4

Continued on page 4

Pete Kauffman, Exidy president, right, welcomes the firm's new national sales manager, Larry Hutcherson, back to the company where he will be working with Games Marketing Manager Lila Zinter.

Vol. 6, No. 2
February 1, 1980

Staff

Publisher and Editor:
Ralph C. Lally II
Editorial Director:
David Pierson
Managing Editor:
Vicki Darlington
International Editor:
David Snook
Editor, *Coin Slot*
Technical Editor:
Zac Oliver
Staff Writer:
Ray Tilley
Correspondents:
Pat Matthews
Roger C. Sharpe
Arthur B. Hollander
Douglas McCallum
Art Direction:
Katey Schwark
Circulation Manager &
Classified Advertising:
Valerie Cognevich
Typography:
Ray E. Tilley
Advertising Representative:
David Pierson
European Representative:
Esmay Leslie

PLAY METER, January 1, 1980. Volume 6, No. 2. Copyright 1980 by Skybird Publishing Company. PLAY METER (ISSN 0162-1343) is published twice monthly on the 1st and 15th of the month. Publishing offices: 320 Old Hammond Highway, Metairie, La. 70005, P. O. Box 24170, New Orleans 70184. Tel. 504/838-8025. Subscription rates: U. S. and Canada—$25; Europe and Japan—$45; elsewhere—$50. one order subscription: 2-9, $20 each; 10-24, $17 each; rates available on request. No part of this magazine may be reproduced without expressed permission. The editors are not responsible for unsolicited manuscripts. Second-class postage paid at Metairie 70009 and additional mailing offices. Postmaster: Send Form 3579 to PLAY METER, P. O. Box 24170, New Orleans, La. 70184.

European office: PLAY METER Promotions, "Harescombe" Watford Road, Northwood Middx. England, Northwood 29244.

50 at MOM's fall meet

State Senator Harry DeMaso (R-Battle Creek, Michigan) advised the gathering to become more involved and to support the efforts of Music Operators of Michigan.

AMOA outgoing President Wayne Hesch of Rolling Meadows, Illinois, told the Michigan operators of the legal battle being waged between the operators and the Copyright Tribunal.

Co-sponsor of the meeting Harold LaRoux, right, of Empire Distributing Company, Grand Rapids, Michigan, accepts a plaque of thanks and recognition from MOM Executive Secretary Walt Maner.

Coin Acceptors appoints veep

William J. Murphy has been appointed assistant to vice president-marketing, at Coin Acceptors, Inc., a newly-created position, Jim Douglass, vice president-marketing, said recently.

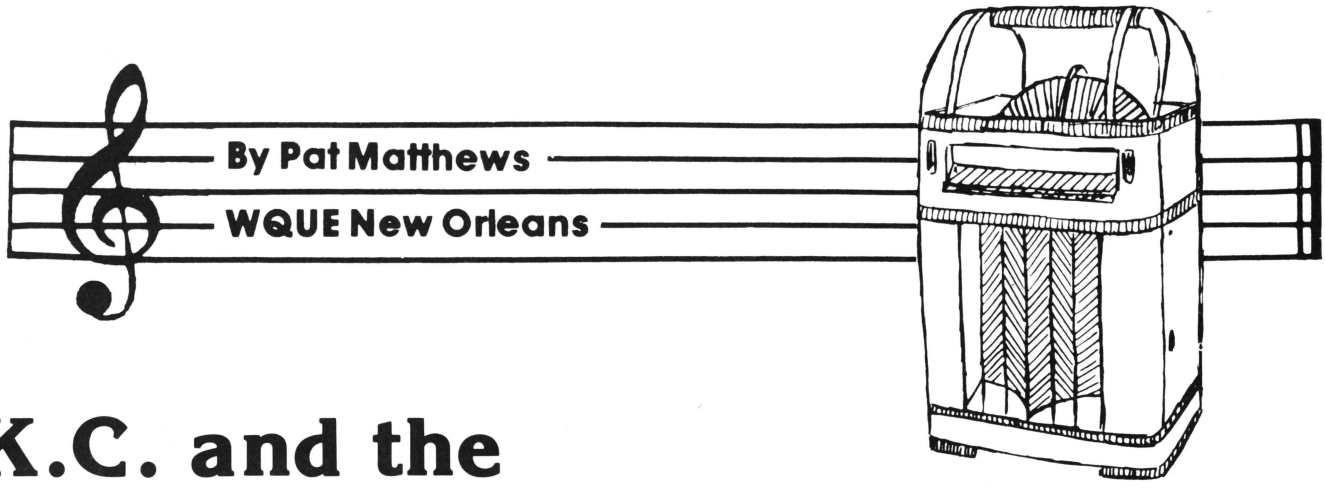
Based at the company's St. Louis Headquarters, Murphy will service OEM accounts in addition to assisting with the day-to-day marketing functions and the introduction of Coin Acceptors' new line of mechanisms with capabilities to handle the new "Sue Buck" coin.

Coin Acceptors, Inc., manufacturing under the brand name of "Coinco," is the world's largest manufacturer of electronic and mechanical coin mechanisms for the vending industry.

Murphy has served since 1973 as sales manager for Coinco's North Central Region, which includes the Chicago, Cincinnati and Minneapolis branch offices and their territories.

Prior to that, he was branch manager of the Cincinnati office for five years. He began his employment with Coin Acceptors in 1965 as a benchman, repairing coin changers.

A native of Cincinnati, Ohio, Murphy attended the school of arts and sciences at the University of Cincinnati.



By Pat Matthews
WQUE New Orleans

K.C. and the Sunshine 'boys' score--again

Maybe it's true. Judging by the scarcity of record product since the end of 1979, we may very well be in a recession. Economically, as well as musically. It's a shame, too! Music may be the only thing left to lift the world's spirits.

YOU WON'T BE THERE—The Alan Parsons Project—Arista AS 0491

A few months back I went out on a limb and predicted commercial success, overdue at that, for this talented songwriter-producer-engineer-musician & his stable of talent. Well, to make a long story short, the record ("Damned If I Do) was a smash and garnered a whole new audience for this fabulous group. It took several albums, but "Eve" finally put them in the forefront. This is another cut from that lp and is musically just as strong. It's a bit more melodic than the first single, but features excellent lead vocals and strong lyrics as before. Synthesizer and acoustic guitars lead the way Eight out of ten or better.

LET'S GO ROCK AND ROLL—K. C. and the Sunshine Band—Tk 1036

It took a ballad, as we predicted, to be the biggest smash ever for the Florida Boogie Music Makers ("Please Don't Go"). Now that that foothold has been established, it's time for some "Rock'n'Boogie". And it's good! H. W. Casey and friends have taken the best of their own repertoire and added touches of Little Richard, a little of the Allman Brothers, and have come up with the dancin' record of the early Eighties. All the way—rockin' up to the top—it's a solid "10". Bo Derek, eat your heart out, or better still.....let me.

ANOTHER BRICK IN THE WALL (Part II)—Pink Floyd—Columbia 1-11187

Now, if I might have a little fanfare, it's time to go out on the limb once again. Talk about your under-exposed successful groups. The only single success they've had was, of course, the highly controversial (for the early Seventies, anyway) "Money". However, this one could be the shot to give Pink Floyd that elusive long overdue hit single. It's simple, yet daring like, say, "Tusk" by Fleetwood Mac. The music and the group's enormous following could take this one a long way. Seven out of ten or better.

BACK ON MY FEET AGAIN—The Babys—Chrysalis CHS 2398

Here's another group with an unmistakeable sound that for which success has been a long time coming. The cut is a rockin' self portrait from a very talented quintet, that, as usual excels in the instrumental and vocal departments. It's a song with a definite message, so look out—it will definitely, as the ad says "knock you out"! Eight out of ten at least.

DOUBLE LIFE—The Cars—Elektra E-46580-A

This, as most third singles from an album go, is the weak-sister of the lot. I believe it's time for a new album from this extremely popular New England group. Penned by Rick Ocasek, the tune relies totally on established riffs you've grown to expect from The Cars. The beginning of the song sounds like one of those demonstration music store organs where you turn on the "boom shhh shhh" percussion. Don't get me wrong—I like The Cars, but some of the never-before-heard-on-Top 40-radio cuts on their debut album are better than this. But, as with everything, "one never knows, do one?" Seven out of ten with a little bit of luck.

THE HARDEST PART—Blondie—Chrysalis CHS 2408

On the other hand, this is the second cut pulled from Blondie's latest album, "Eat To The Beat" and this, in my opinion, is stronger than the first ("Dreaming"—reviewed by PLAY METER many moons ago). This is more of a rocker and showcases the gritty side of the provocative Deborah Harry. Lyrically, it's about some sort of robbery involving an armored truck. Simply speaking, it's just dynamite! The beat is on the hook, so watch 'em get up and dance. Ten out of ten.

The records are rated as follows: 10 out of 10 = Top 10 peak; 9 out of 10 = Top 20 peak; 8 out of 10 = Top 30 peak; 7 out of 10 = Top 40 peak; 5 or 6 out of 10 = Somewhere in Top 100; 4 or less = Forget it, loser, break in half.

Continued from page 1

million, then doing the survey is not feasible. On the other hand, if only a small amount of money were involved, then it would be worth it," the ASCAP spokesman said.

Meanwhile, operators continue to lay out $8 per year in licensing fees and disclose lists that, at the very least, do not aid their operation...all for the sake of the CRT ruling that may or may not be necessary.

BMI, too, has not made use of the location listings, although BMI Counsel Edward W. Chapin said that "we may very well in the future." When asked if it is certain that they will be used, he replied, "We intend to, but now whether we do or not, only the future can tell."

That statement came from the society which testified the listings were vital to ensure proper verification of use of copyrighted material. PLAY METER asked Chapin whether he thought it might be unfair to require operators to pay an annual fee and supply information which may be detrimental to their business survival—particularly when it's questionable that it's necessary. "Not at all," he said, "for the reasons that we stated before the CRT."

But, PLAY METER continued, BMI went before the CRT and said that the listings were necessary and that you must have them. Now you say that they might not be necessary, and in fact, they might not even be used in the future. Chapin lamely reported that BMI hasn't, but "that doesn't mean we won't in the future."

The ASCAP spokesman felt the listings requirements were entirely the creation of the jukebox industry. Why? "Operators may not realize... that it was the jukebox industry that wanted a compulsory license," the ASCAP spokesman noted. "If the law had come out the way ASCAP wanted, there would have been no special provision for jukebox operators. What would have happened is that ASCAP would have sat down with committee representatives of the industry—the AMOA or others—and would have negotiated a voluntary agreement which then would have been worked out by negotiation. No forms to fill out, no annual filings, and no location lists, probably."

"So, I don't think jukebox operators (would have been saddled with listings) if they hadn't desired compulsory licensing."

What ASCAP seems to have forgotten, however, was the amount of money the performing rights societies wanted for use of copyrighted material—a total well over $100 per jukebox. Operators were forced to go to Congress to avoid the exorbitant tax which would have further shrunk the already diminishing ranks of jukebox operators.

The two major performing rights societies voluntarily agreed to halving most of the royalties from 1978. But were the two major performing rights societies really happy with the arrangement?

ASCAP, at least, was. "ASCAP's share of royalties was based on a voluntary agreement with the other performing rights societies. I don't think we would characterize it as fair or unfair. There were many considerations in making the voluntary agreement, including what a tribunal proceeding would cost, and, all things considered, our people and those at BMI and SESAC though a voluntary agreement was the best way to split up the royalties," the ASCAP attorney affirmed.

BMI, however, was not so sure that the current plan would work in the future. "We voluntarily agreed with the other two performing rights organizations and so, since we did voluntarily agree, we are satisfied. But we took the position that we have more music than ASCAP on the jukeboxes; so we still feel if there'd been controversy, we'd have gotten more than ASCAP. So, if there is disagreement in the future, we want more than a 50-50 share," Chapin said.

CRT Commissioner Thomas Brennan noted that, of the $1.1 million total royalties for '78, $2,500 currently was being held until a dispute between the three American societies and an Italian society was settled. "The sum is being held in abeyance to settle the claim of the Italian Book Corporation, a small, specialized performing rights society which, as the name implies, licenses Italian musical compositions. They made a claim asking for $2,000 of the total distribution royalties. The other three societies contend that is too much. Negotiations are under way now but if the parties can't agree, we'll have to make some disposition."

The extra $500, incidentally, is set aside in case a hearing is necessary.

According to Brennan, the CRT had no operating expenses, such as office space, secretarial salaries, etc., that were deducted from the royalties before they were distributed because Congress provided that only money used in resolving disputes among copyright owners may be deducted.

In other related news, the 1980 rate review hearing is slated for March 4 at an as yet undetermined location in Washington, D.C., although "we never know from one month to the next whether one party or another might have valid reasons to request a change," Brennan said.

To operators who've mentioned the words "location listings" only through clenched teeth ever since the CRT's edict mandating them was delivered, the news that the listings weren't used in royalty distribution for '78 is not a surprise. But perhaps it may stir those who have yet to become involved in the fight to action—and in that case, this latest development may be an unexpected silver lining in mobilizing industry sentiment and resources.

Location owner, operator work together--successfully

Android Amusement Corporation of Arcadia, California, has encountered that most "rare bird" in the coin-operated industry—a cooperative location owner.

Gene Beley, of Android Amusement Corporation, reports Ron Rosen, owner of Rosie's Ice-Cream, is one of the most cooperative location owners he's met to date. "He knows how to work with younger customers, as well as the older ones, producing an even mix of ages in the store," Beley notes.

Rosen began his relationship with Android when one game was installed on his premises. The current game strength is twelve, and includes such games as *Indy 400*, *Space Invaders*, and *Asteriods*, among others.

One of Rosen's oldest customers pulled the parlor owner aside recently to inquire if the game machines were planned in his original business concept.

"No," smiled Rosen, "but if it weren't for these games, there wouldn't still be a business here. The games more than pay my overhead."

The games, in fact, have enabled Rosen to keep lower prices for his ice cream products because of the increased revenues from games. Moreover, Rosen is a strong proponent of games in locations that once were considered inappropriate—"It's a lot easier," he says, "and requires less labor and administration."

Rock-Ola tags market chiefs

Dr. David R. Rockola recently was elected senior vice president—marketing, and Hugh J. Gorman to vice president—director of sales.

Rockola will assume overall responsibility for all marketing and service functions of the phonograph and vending divisions in the United States and in all other markets throughout the world.

Gorman will direct all domestic sales activities of Rock-Ola's phonograph and vending divisions.

"The rapid rate of technological changes in both the phonograph and vending industries, plus Rock-Ola's ambitious development plans now under way, demand that we expand and intensify our marketing and sales supervision," Edward G. Doris, executive vice president, noted.

"There is a great potential for future growth and progress in both the phonograph and vending industries for those organizations that are prepared," he continued. "The expansion of our marketing team is just one additional step Rock-Ola is taking to make sure our distributors and operators are in a sales position to capitalize on this opportunity for greater sales and profits."

Kaye has pool agent for Alaska

Alaska Music Company has been appointed distributors of the Irving Kaye line of pool tables for the state of Alaska.

Dan Thompson, owner of Alaska Music, is delighted with this move and "is looking forward to an overwhelming acceptance of the line of Kaye products in the Alaska area," he noted.

Clarification re: Seeburg

John Chapin, president of Seeburg Corporation of Chicago, reported that Seeburg's filing of a petition under chapter 11 of the U.S. Bankruptcy Code in federal bankruptcy court is not a bankruptcy proceeding (UPDATE, December 1, 1979, page one).

It is, the executive said, a financial reorganizational proceeding.

A typographical error in the third paragraph was the reason the lead sentence read, "the buyers failed to supply them," when "the suppliers failed to supply them," was the intended phrase.

By Ray Tilley

Lake Placid arcade to draw world's eye

Everything is "go," says an industry spokesman, for an arcade games "tricathalon" to be held during the 1980 Winter Olympics at Lake Placid, New York, February 13-24.

Competition among the athletes in the special arcade will be conducted on Bally pinballs, Midway videos and Irving Kaye foosball games, with the actual contests set for February 18-22. Gold, silver and bronze metals will be awarded to the winning Olympians.

The games also will offer a diversion for any of the 2,000 world athletes who are "tuning up this early," said Tom Nieman, chief of marketing, pinball division, at Bally. Some 40 games are operational and ready for use upon the Olympic Village's opening on January 25, he reported. These will give "leisure time activity, like a theater that is made available to them," he noted. "They can stay in the village and have entertainment."

Bill Currier, sales manager for Irving Kaye, told PLAY METER, "Last week we oversaw the installation, and everything is go" for the use of pins, foosball, and video games by the athletes. The logistics of the "olympic arcade tricathalon" competition is in the hands of TRG Communications, a New York-based firm which has worked with Kaye on foosball tournaments. At UPDATE's press time, TRG was finalizing entry requirements and rules for the tricathalon events.

Credit went out to a local operator, Jack LaHart, of Upstate Vending, for maintaining the equipment at no charge. Currier said LaHart, who is in business with his son Bill in upstate New York, has "worked tirelessly for a year and a half, and he deserves a vote of thanks from the whole industry."

World stature of the amusement-games competition was pointed out by Nieman, who noted that this is the first international collection of people in North America for such a tri-part event.

Currier recalled a small arcade, consisting mostly of video games, that was provided for Olympians in the 1972 Munich Games. At Lake Placid, however, the U.S. manufacturers are providing "a more representative sample of what would be found in an American arcade—to show the athletes of the world our skill-oriented, rather than gambling games."

Arrangements are being coordinated on the distributor level by Bally Northeast in Boston.

Irving Kaye pool tables—in the six-by-three-foot sizes common in European coin-operation, said Currier—also will be available for the Olympians' use at all times. But Olympic billiard competition was ruled out because "the time and logistics involved in running pool are more difficult," Nieman said.

Industry officials seemed to agree that a positive image will be cast on the amusement games by their inclusion at Lake Placid. "I feel it will be a terrific opportunity for the coin-operated industry," said Nieman.

"The Winter Olympics is probably one of the most documented and covered events by the media on the face of the earth. The coin machine industry will get an incredible amount of exposure from newspapers, magazines, wire services, and ABC's live telecasting," he observed.

"It is our hope and intent that this will project a very positive image for our industry. There's a potential here for good public relations."

Good will was extended to the winter athletes for their usual quadrenniel competition, also. "We hope they get a lot of snow up there," Nieman said, adding that the outdoors conditions will benefit the amusement games competition and spur the use of the free games by the Olympians.

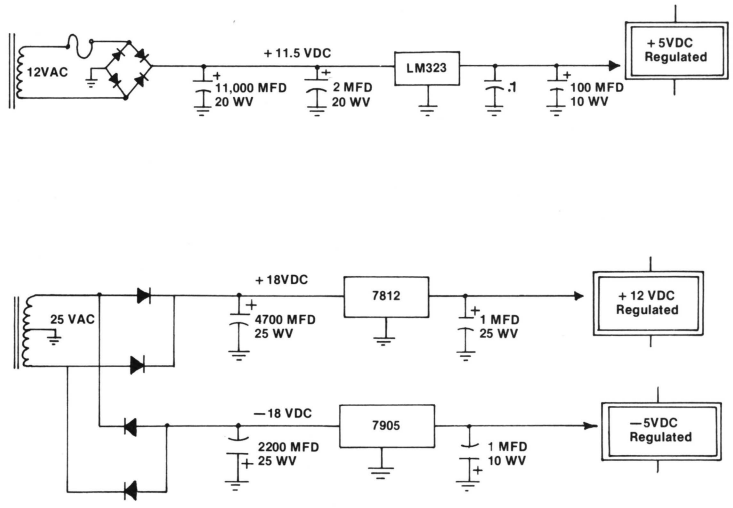
Bally, Midway and Kaye personnel had equipment installed at Lake Placid by January 8.

The game room, now "up and running" for free play 24 hours a day, is located between the disco and theater in the recreation/leisure time area of the village. The approximately 2,000 athletes residing in the specially constructed Olympic Village complex will be bussed from the village to the winter games.

Know your IC voltage regulators

TYPICAL APPLICATIONS

FIGURE 1



DEVICE	INPUT VOLTAGE MIN	INPUT VOLTAGE MAX	OUTPUT CURRENT	OUTPUT VOLTAGE
LM 323	7.5	20	3A	+5V
7805	7	25	1.5A	+5v
7905	—7	—25	1.5A	—5V
7812	14.5	30	1.5A	+12V
7912	—14.5	—30	1.5A	—12V
7815	17.5	30	1.5A	+15V
7915	—17.5	—30	1.5A	—15V
7818	21	33	1.5A	+18V
7918	—21	—33	1.5A	—18V
7824	27	38	1.5A	+24V
7924	—27	—38	1.5A	—24V

Since most computer controlled games employ I.C. voltage regulators, a working knowledge of these devices is necessary.

One of the first steps in isolating a problem in an electronic game is to check for proper supply voltages.

Failing voltage supply circuits produce a number of symptoms ranging from no or intermittent operation in pingames, to "HUM BARS" (moving dark areas) or distorted images on video games.

Troubleshooting regulator circuits consists of these three initial checks:

Input—must be a DC voltage within the minimum and maximum specifications of the device (Table I), with very little AC or ripple present.

Output—a steady regulated DC voltage within 5 percent of the specified device.

Common—must have a good electrical connection to ground and isolated from the input and output pins.

Referring to Figure 1 (typical applications), an open or leaky input filter capacitor will result in an unsteady or fluctuating output. A shorted or open diode in the bridge rectifier circuit will result in a decreased DC input voltage, also affecting the output. If the input voltage checks out correctly, the fault lies in the regulator IC itself or the output filter capacitor.

These package I.C. regulator devices contain current limiting as well as thermal shutdown circuitry to protect the I.C. from overheating. A malfunction in this internal circuitry will cause the regulator to shut down prematurely. This type of breakdown can be isolated using "Freeze Spray" directly on the device. If cooling the regulator returns it to normal operation, the regulator is faulty and should be replaced, providing the current requirement of the load is within the device's capabilities.

This method of troubleshooting I.C. power supplies can be utilized on any electronic system.

Reprinted with permission from Star-Tech Journal, Merchantville, New Jersey.

Tax Clinic:

Personal assets can be deducted

QUESTION: May the cost and maintenance of a personal asset used by employees for vacation purposes be properly taken as a business deduction?

ANSWER: The cost and maintenance of a personal camper, boat, or vacation home, used by employees, may be deducted as an expense if treated correctly ascompensation to the employee. A taxpayer may deduct reasonable compensation for services actually rendered for him in connection with his trade, business, or profession.

What is considered "reasonable" in any particular case depends on the particular factual situation. The type of compensation, how it is determined, and the form of payment are immaterial if the compensation is reasonable and relates to services rendered. To deduct the use of these personal assets by employees, the value of the use must be treated as compensation to the employee. Following this method, the cost and maintenance of a personal camper, boat, or vacation home may be taken as a proper business deduction.

After 1978, a taxpayer may not deduct the cost or maintenance associated with an entertainment facility such as yachts, fishing camps, and hunting lodges. Dues for country clubs will still be allowed as a deduction. This change restricts a taxpayer's deduction when entertaining employees by means of using a personal asset.

Business gifts are deductible--usually

QUESTION: Is there a maximum amount that I can deduct as the cost of giving gifts to my customers?

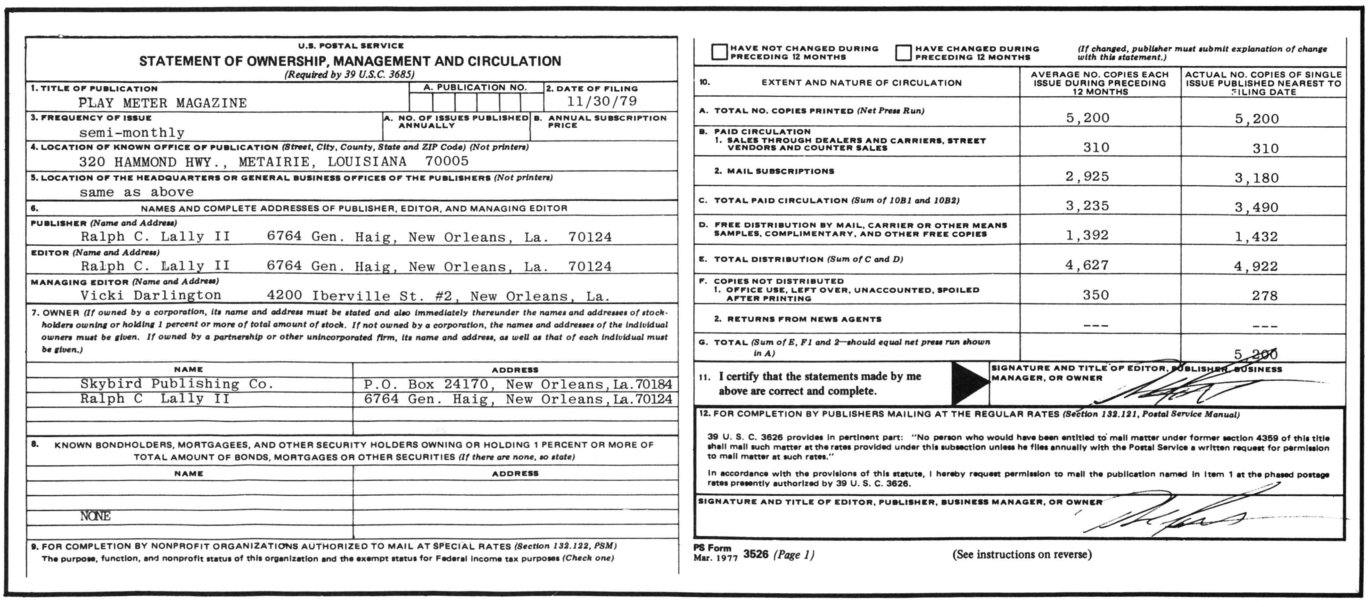
ANSWER: A business gift given to an individual is deductible providing the giving of the gift is an ordinary and necessary expense to your business. Generally, gifts given to your customers, suppliers, professional advisor, and associates, will be allowed as deductible business gifts; however, gifts given to close relatives or friends may not be deductible.

The amount of the deduction for business gifts made directly or indirectly, in any tax year, is limited to $25.00 per person. A gift to a spouse or a child of an individual is considered as a gift to the individual. Thus, if during the year you give a wedding gift of $25 to a customer's son, and at Christmas send your customer a bottle of brandy at a cost of $15, your deduction for gifts to that customer will be limited to $25.

Promotional items such as pens, bags, or cases containing your business name, given to customers, are not subject to the $25 limitation per donee. In addition, incidental costs, such as costs of engraving, packaging, insuring, or mailing, are not generally included in determining the cost of the gift for purposes of applying the $25 limitation.

Certain items given to individuals may be considered as gifts or entertainment expenditures. At your election, for example, tickets for sporting events or other entertainment, given to your customer for his own use, may be considered as an entertainment expenditure, thus not subject to the limitation of $25 per year. However, deduction for entertainment expenses are subject to strict rules, which must be complied with in order to obtain a deduction as an entertainment expense.

Business considerations often necessitate the giving of gifts to individuals at a cost in excess of $25 per year. However, your deduction for such gifts will be limited to $25 per year.



U.S. POSTAL SERVICE

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

(Required by 39 U.S.C. 3685)

1. TITLE OF PUBLICATION	A. PUBLICATION NO.	2. DATE OF FILING
PLAY METER MAGAZINE		11/30/79
3. FREQUENCY OF ISSUE	**A. NO. OF ISSUES PUBLISHED ANNUALLY**	**B. ANNUAL SUBSCRIPTION PRICE**
semi-monthly		

4. LOCATION OF KNOWN OFFICE OF PUBLICATION *(Street, City, County, State and ZIP Code) (Not printers)*
320 HAMMOND HWY., METAIRIE, LOUISIANA 70005

5. LOCATION OF THE HEADQUARTERS OR GENERAL BUSINESS OFFICES OF THE PUBLISHERS *(Not printers)*
same as above

6. NAMES AND COMPLETE ADDRESSES OF PUBLISHER, EDITOR, AND MANAGING EDITOR

PUBLISHER *(Name and Address)*
Ralph C. Lally II 6764 Gen. Haig, New Orleans, La. 70124

EDITOR *(Name and Address)*
Ralph C. Lally II 6764 Gen. Haig, New Orleans, La. 70124

MANAGING EDITOR *(Name and Address)*
Vicki Darlington 4200 Iberville St. #2, New Orleans, La.

7. OWNER *(If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given.)*

NAME	ADDRESS
Skybird Publishing Co.	P.O. Box 24170, New Orleans, La. 70184
Ralph C Lally II	6764 Gen. Haig, New Orleans, La. 70124

8. KNOWN BONDHOLDERS, MORTGAGEES, AND OTHER SECURITY HOLDERS OWNING OR HOLDING 1 PERCENT OR MORE OF TOTAL AMOUNT OF BONDS, MORTGAGES OR OTHER SECURITIES *(If there are none, so state)*

NAME	ADDRESS
NONE	

9. FOR COMPLETION BY NONPROFIT ORGANIZATIONS AUTHORIZED TO MAIL AT SPECIAL RATES *(Section 132.122, PSM)*
The purpose, function, and nonprofit status of this organization and the exempt status for Federal income tax purposes *(Check one)*

☐ HAVE NOT CHANGED DURING PRECEDING 12 MONTHS ☐ HAVE CHANGED DURING PRECEDING 12 MONTHS *(If changed, publisher must submit explanation of change with this statement.)*

10. EXTENT AND NATURE OF CIRCULATION	AVERAGE NO. COPIES EACH ISSUE DURING PRECEDING 12 MONTHS	ACTUAL NO. COPIES OF SINGLE ISSUE PUBLISHED NEAREST TO FILING DATE
A. TOTAL NO. COPIES PRINTED *(Net Press Run)*	5,200	5,200
B. PAID CIRCULATION 1. SALES THROUGH DEALERS AND CARRIERS, STREET VENDORS AND COUNTER SALES	310	310
2. MAIL SUBSCRIPTIONS	2,925	3,180
C. TOTAL PAID CIRCULATION *(Sum of 10B1 and 10B2)*	3,235	3,490
D. FREE DISTRIBUTION BY MAIL, CARRIER OR OTHER MEANS SAMPLES, COMPLIMENTARY, AND OTHER FREE COPIES	1,392	1,432
E. TOTAL DISTRIBUTION *(Sum of C and D)*	4,627	4,922
F. COPIES NOT DISTRIBUTED 1. OFFICE USE, LEFT OVER, UNACCOUNTED, SPOILED AFTER PRINTING	350	278
2. RETURNS FROM NEWS AGENTS	---	---
G. TOTAL *(Sum of E, F1 and 2—should equal net press run shown in A)*		5,200

11. I certify that the statements made by me above are correct and complete. SIGNATURE AND TITLE OF EDITOR, PUBLISHER, BUSINESS MANAGER, OR OWNER

12. FOR COMPLETION BY PUBLISHERS MAILING AT THE REGULAR RATES *(Section 132.121, Postal Service Manual)*

39 U. S. C. 3626 provides in pertinent part: "No person who would have been entitled to mail matter under former section 4359 of this title shall mail such matter at the rates provided under this subsection unless he files annually with the Postal Service a written request for permission to mail matter at such rates."

In accordance with the provisions of this statute, I hereby request permission to mail the publication named in Item 1 at the phased postage rates presently authorized by 39 U. S. C. 3626.

SIGNATURE AND TITLE OF EDITOR, PUBLISHER, BUSINESS MANAGER, OR OWNER

PS Form Mar. 1977 3526 *(Page 1)* (See instructions on reverse)

Classified

VIDEO PINBALL CONVERSION KIT for your old video games. $179 includes logic board, reversing relay board, harness assemblies, color-field overlay, complete instructions. BILL GROSSMAN & ASSOCIATES, Box 5421, Incline, NV 89450. Tel. 702/831-2990.

FOR SALE: Universal's two way Arrow Bell upright, $1500. Also have slots available. Contact PHIL at 314/586-2565.

FOR SALE: Wurlitzer Model 1050. A-1 condition, less than 12,000 plays. $4000. HILBRENNER COIN EQUIPMENT Co. Inc., Waverly, MO 64096. Tel. 816/493-2342.

WANTED: Manager (experienced) or manager-mechanic. Send replies to P.O. Box 24170, New Orleans, LA 70184 – Dept. FIU

WANTED: BOARD MECHANIC. Phone: 703/971-1666

FOR SALE: Exhibit Supply back glass, pins, bowlers, guns, peeps, etc. Exhibit Supply digger parts and game schematics. JACKPOT AMUSEMENTS, 14216 Clark St., Riverdale, IL 60627. Tel. 312/849-4041

24-HOUR PIN BALL AND VIDEO GAME BOARD repairs. Bring or mail in any board and get it back in 24 hrs. in most cases. PYRAMID VENDING REPAIRS, 4823 Ave. N., Brooklyn, NY 11234. Tel. 212/252-5869.

FOR SALE: 5 Vega 21s Bar-top computer blackjack game. Excellent earnings on location. $700 each or 5 for $3200. TILT, P.O. Box 581E, Chatsworth, CA 91311. Tel. 213/998-9634.

OFFERING PUSHER MANUFACTURERS AND operators special prices on hoppers. Also can supply 3 other large capacity models. Call JOE toll-free: 800-638-0144. Marmatic Sales Co. Inc., Baltimore, MD.

AUTO PHOTO: Coin-operated automatic photo machines. We buy and sell. We offer chemicals, photo paper and all parts. Shipments made same day orders are received. New customers may make their first call collect. Best prices guaranteed. HANNAH MFG. CORP., Waterville, NY 13480. Tel. 315/841-4112.

FOR SALE: Meadows Flim Flam logic board, excellent condition, $25. Also joy stick controls with long-life pots, $15 each; wiring harness $5 complete. JERRY BAKER, P.O. Box 437, Largo, FL 33543.

FOR THE BEST IN USED FLIPPERS, VIDEO GAMES, and arcade equipment at the cheapest prices see our regular ad in the classified section of PLAY METER MAGAZINE. NEW ORLEANS NOVELTY COMPANY, 1055 Dryades Street, New Orleans, LA Tel. 504/529-7321.

TRADE OUR ARCADE PIECES FOR YOURS. Equal value. Good condition. For copy of our list write N. LEE ARNOLD, LEMANS SPEEDWAY, 7700 E. Kellogg, Wichita, KS 67207. Tel 316/685-1446.

WANTED TO BUY: Music and amusement route in western Minnesota. Please send general information to: DIME ELECTRONIC AMUSEMENTS Inc., Box 12262, Minnepls., MN 55412

FOR SALE: Bally console slots, Sonata 1050 [new], Bally Super Bowler 17'. GARDEN STATE GAME SALES, 1396 Stuyvesant Ave., Union, NJ 07083. Tel. 201/964-5230.

REWARD! We have $100,000 to buy old slot machines, 78 RPM jukeboxes, early arcade or vending machines. JUKE BOX JOHNNY, Taliesin Rd., Wales, WI 53183. Tel. 414/968-4540.

OLD BRUNSWICK SNOOKER TABLE, NEW COVER, new cushion. $500. C&C Amusement, Box 846, Miles City, MT 59301. Tel. 406/232-6388.

WANTED: USED POKER GAMES – Sircoma or A1 Video. Reply to Maplewood Sales Co., 171 Maplewood St., Malden, MA 02148. Call collect: 617/321-1742.

DICE MACHINES: For sale, beautiful heavy duty tables with four player slots–five electronic disc spin, used for numerous games–Sell out 10 machines at $500 each. Write P.O. Box 5224, Winston-Salem, NC 27103. Tel. 919/725-0476.

FREE CATALOG and samples showing vending machine lables, truck signs and badges. SETON NAME PLATE CORP. 2050 Boulevard, New Haven, CT 06505. Tel. 203/772-2520.

FOR SALE: Ticker tapes, Blue Chips, Wall Streets, Stock Markets, and Mystic Gates. Also, Sweet Shawnees, Super Jumbos, Big Threes, Blue Spots, Mountain Climbers, and OK games. Antique slots for legal areas. Call WASSICK NOVELTY, Morgantown, W. Va. Tel. 304/292-3791.

VIDEO PINBALL CONVERSION KIT. SUPER SPECIAL $179. Includes Logic Board, flip-flop relay board, harness assemblies, color field overlay, instructions, from Bill Grossman & Associates. Box 5421, Incline Village, NV 89450. Tel. 702/831-2990.

FREE

Your classified ad will be listed here absolutely free of charge. Simply fill out your ad on a 3X5 card and mail it to Play Meter Update, P.O. Box 24170, New Orleans, La. 70184.

Please print your ad clearly and limit it to 30 words or less. Additional words may be purchased at the rate of .25 per word. Please enclose check or money order with over-run ads. Over-run ads received without payment of extra wordage will be edited to size, if possible, or discarded completely.

Classified display rates are available at the flat rate of $10.00 per column inch. This *FREE CLASSIFIED* offer is strictly for paid subscribers only.

LIMIT—one ad per subscriber please.

PLAY METER
P.O. Box 24170
New Orleans, La. 70184

2nd Class
U.S. Postage Paid
New Orleans, La.
70113